

**EXPEDITED PROCEDURE EXAMINING GROUP: 3688**

Docket: 14491.01

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

First Named Inventor:	Stephen Mase	Confirmation No.:	5444
Appln. No.:	10/644,651	Examiner:	Goldman, Michael H.
Filing Date:	August 20, 2003	Group Art Unit:	3688
Title:	Marketing system based on customer preferences		

**RESPONSE AND AMENDMENT AFTER FINAL  
(UNDER 37 CFR 1.116) ALONG WITH RCE**

Mail Stop **RCE**  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

In response to the Final Office Action of March 6, 2008, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begin on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.